

Les Echos  
Le Parisien  
MÉDIAS

PARIS  
MATCH  
MÉDIAS

20  
26  
RATE CARD



**MIEUX  
VIVRE**      **VOTRE  
ARGENT**

## Rate Card 2026 - Commercial Advertising

### Standard Formats

PAGE		PAGE	
<b>Premium</b>	C4- outside back cover	43 400 €	<b>Key Insights</b> Right Hand Page – 1st section
	C2- Inside front cover	41 600 €	30 600 € Right Hand Page Feature
	C3- Inside back cover	39 200 €	<b>Opportunities</b> Right Hand Page (best possible) 30 600 €
	1st Left facing Editorial Letter	37 000 €	<b>Standard</b> 28 900 €
	1st Right Hand Page	37 700 €	
	2nd Right Hand Page	36 700 €	<b>OTHER FORMATS</b>
	3rd Right Hand Page	35 400 €	RHP or Section 1/2 Page 18 000 €
<b>First</b>	1st Right Hand Page Special Report	34 400 €	1/3 Page 13 100 €
<b>Standard</b>	Right Hand Page News		1/4 Page 10 800 €
	1st Right Hand Page Feature	32 000 €	Left Hand Page 1/2 Page 16 600 €
			1/3 Page 11 900 €
			1/4 Page 9 600 €

## Rate Card 2026 - Commercial Advertising

### Special Formats

<b>DOUBLE PAGE</b>		<b>INSERT</b>
<b>Premium</b>	Opening Double Page spread	70 600 €
	Central Double Page	70 600 €
	Closing Double Page	68 200 €
	1st Double Page	68 200 €
	2nd Double Page	66 000 €
	3rd Double Page	63 200 €
	4th Double Page	61 200 €
	Double Page	56 200 €
<b>HALF-PAGE INSERT</b>		
½ page column		42 900 €
<b>Standard</b>		

## Rate Card 2026 - Commercial Advertising

### Special Issue Formats

PAGE	DOUBLE PAGE
C4- outside back cover	23 200 €
C2- Inside front cover	21 600 €
1st Left facing Contents / Editorial Letter	20 900 €
1st Right Hand Page	20 300 €
C3- Inside back cover	20 200 €
Facing Products	20 200 €
2nd Right Hand Page	19 500 €
3rd Right Hand Page	18 900 €
4th Right Hand Page	18 000 €
5th Right Hand Page	17 200 €
Right Hand Page – 1st section	30 600 €
Right Hand Page	14 800 €
Page	14 200 €

## Glossary and Rebates

### GLOSSARY

**Gross value** Gross revenue value of ad placements

**Gross purchase base** Gross revenue paid by the advertiser after mark-up and/or modulation

**Net before rebate for professionals** Net revenue paid by the advertiser after volume bulk rate discount, total of other discounts, and other rebates excluding rebate for professionals.

**Net space** Net revenue paid by the advertiser after volume bulk rate discount, total of other discounts, and other rebates including rebates for professionals.

### MARK-UP / MODULATIONS

Multi-advertiser + 15%

Placement of choice + 20%

Succession + 20%

1st industry advertiser + 20%

Black and white - 20%

Industry rebate\* - 30%

\*Publishing, Training, Culture and Leisure, Property

### BULK RATES

100 000 € - 2%

Volume bulk rates, calculated per order, apply to all advertisers (and not a group of advertisers) according to the total annual investment made within Les Echos\* and Le Parisien brands. It is calculated on the Gross Purchase Base. The bulk rate cannot be applied retroactively.

200 000 € - 4%

400 000 € - 6%

600 000 € - 8%

### CONSOLIDATION OF ORDERS

\*Excludes Radio classique & CDA

from :

5 000 000 € - 1%

The total rate on consolidated orders applies to all orders. It is calculated according to the Gross Purchase Base. The agreed rate is subject to change every trimester according to the year-on-year investment. Minimum: 2 orders.

10 000 000 € - 2%

15 000 000 € - 3%

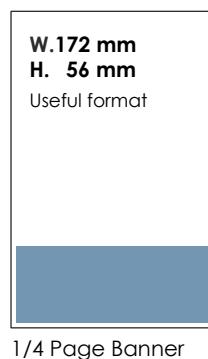
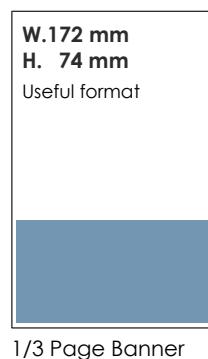
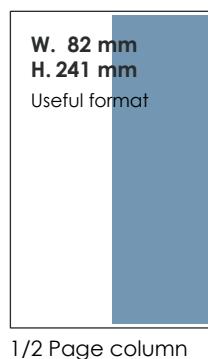
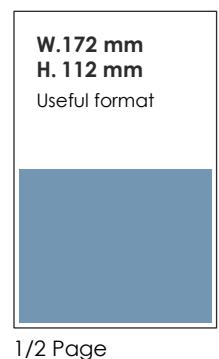
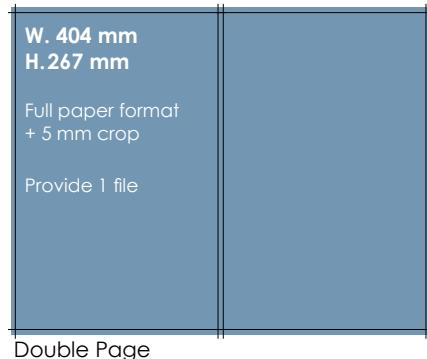
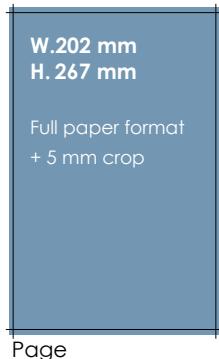
### REBATE FOR PROFESSIONALS

- 15%

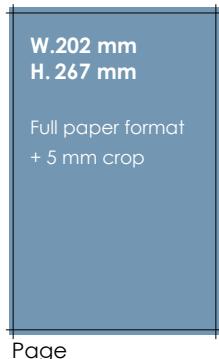
The rebate for professionals applies to the net amount before all rebates are applied. This rebate is given only to advertisers buying their advertising placements via a third party. The order notification, in line with law n°93-122 of 29/01/93, must be made out to Les Echos Le Parisien prior to publication (adv@lesechos-leparisien.fr).

See General Terms and conditions of sale

## Formats



## Special Issue



Full paper format = 5 mm bleed + trim marks. Texts and logos 10 mm from the minimum cut

## Technical Specifications

### Provide 1 file PDF/X-1a 2001

#### COVER + INNER PAGES

In accordance with the standard: PDF/X-1a 2001  
Destination profile: **ISO\_coated\_V2\_300 (FOGRA 39L)**

#### REQUIREMENT STANDARD

##### PDF 1.3 with Trim Box

- ISO PDF/X-1a: 2001 standard
- **PROFIL ICC ISO\_Coated\_V2\_300 (Fogra 39L)**
- CMYK and BW Images: **300 dpi**
- Inking rate: **260% in inner pages. 300% in COVER**
- Transparencies prohibited

#### COLORS

- In CMYK (Forbidden: RGB, DIRECT TONES, LAB)
- Solid black surface: support the black with a screen of 40% maximum (cyan and/or magenta)
- (B&W images processed in four-color black: stabilize with a dominant black and a balanced support of the other 3 colors. No UCR conversion)
- No texts too thin or bodies too small in black to white and solid colors.
- Texts below 8 points should only be in 100% black

#### PDF

- File: 1 PDF per visual
- PDF format Full Paper / bleed 5 mm + trim marks (page, double page)
- Images at the edge of the page: 5 mm overhang in the bleed
- Texts and logos 10 mm from the minimum cut
- If you want a outline, consider incorporating it into your layout.

#### TECHNICAL CONTACTS

**Eric DAVID** +33 1 87 39 75 12

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#### Delivery address

Les Echos Le Parisien 5-7, rue Nélaton 75015 Paris

#### GENERAL INFORMATION

##### LEGAL NOTICES

In application of the various laws and decrees, please ensure the required information.

- Toubon Law, relating to the use of the French language, all written statements in a foreign language must be translated into French.
- Health information (Evin Law)
- The words «retouched photograph» in accordance with Decree No. 2017-738 of 4 May 2017 on photographs for commercial use of mannequins whose body appearance has been modified. Decree put into effect on 01.10.2017.

#### IMPORTANT

- If the file does not meet these standards, we reserve the right to request compliant items. In the absence of a contractual proof, no claim on the color will be accepted. In all cases, non-compliance by the advertiser (or its agent) manufacturing standards communicated by Les Echos Le Parisien Médias / Paris Match Médias for the insertion of advertisements releases Les Echos Médias any technical responsibility.

#### FILE DELIVERY

- No later than **2 weeks before** publication.



## Contacts

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